
Introduction

"Through my 'Grow Wisconsin' plan, we are working hard to foster the growth of business statewide, create high-wage, high-end jobs for our citizens, and build a strong economy from the ground up."

Governor Jim Doyle

In September of 2003, Governor Jim Doyle introduced his Grow Wisconsin plan, which had four major focus areas. They were: fostering a competitive business climate, to create fertile conditions for growth; investing in people, to help families climb the economic ladder; investing in Wisconsin businesses, to encourage job creation; and making government responsive, to reform regulations and unleash the economic power of our companies without sacrificing our shared values. With a \$3.2 billion budget deficit to address, Grow Wisconsin focused on traditional economic development methods and addressed the state's business climate, its infrastructure, its current industries and workers.

The plan also had this to say about the State of Wisconsin:

"The researchers at our universities will churn out the best new ideas, get funding to grow new companies, and keep our talented children and grandchildren here in Wisconsin. The high end future will be Wisconsin's future if we work together and focus on creating good paying jobs."

Wisconsin and all of its communities are seeking pro-active, sustainable ways to address these critical issues:

- o encourage and stabilize healthy communities throughout the state
- o educate, attract and retain a talented, creative workforce
- o incubate, attract and retain creative economy companies and industries
- o utilize Wisconsin's competitive economic development assets to their fullest extent
- o grow the state's economy for the future.

We believe it is time to realize the full potential of the Grow Wisconsin plan by intentionally addressing Wisconsin's participation in the Creative Economy. Doing so will help Wisconsin meet the Governor's goals more quickly and effectively.

Grow Wisconsin Creatively is a public and private action agenda to use the creativity and innovation that are prevalent in Wisconsin as essential tools for local, regional and statewide economic, educational and civic vitality. It provides the best approach to Wisconsin 's participation in the creative economy.

What is the Creative Economy?

Creativity, our ability to invent new ideas, things, and ways of relating to each another, has been the engine that created our country and that currently drives our economic and civic well-being.

"Better than any other country in recent years, America has developed innovative technologies and ideas that spawn new industries and modernize old ones. These creative industries, employing scientists, artists, designers, engineers, financiers, marketers, and sundry entrepreneurs, have generated more than 20 million U.S. jobs since the 1990s and currently account for fully half of all U.S. wages and salaries."

Richard Florida, America's best and brightest are leaving...and taking the creative economy with them. The Conference Board Inc. 2004

From New England to Michigan, from New Zealand to Ireland, public and private investment in creativity and innovation is acknowledged as essential to business incubation, attraction and retention plans, education, tourism opportunities, and community engagement.

"Creativity and innovation have always been important, but because of technological advances, speed of communications, growth of information, and the rapid changes of the last decades, the need for creativity is fundamental to devising new products, services, technologies, business models, and ways of earning a living."

Shira White, Researcher

In an article entitled "The Creative Economy," authors Doug Henton and Kim Walesh describe four basic principles of the Creative Economy.

- **Creativity is the source of economic wealth.**
Through creativity content is created, processes are innovated, and through design, products are differentiated.
- **People are the key economic asset.**
In the agrarian age it was land and in the industrial age it was raw materials and machines
- **Every single person has the capacity for creativity.**
This makes creativity a renewable resource.
- **Place has replaced the corporation as the fundamental business building block.**
People now choose the place they want to live and then seek employment there. They base their decisions on whether the community has a thick labor market, is authentic, and offers lifestyle amenities, diversity, and social interaction.

Dr. Richard Florida, who is currently the Hirst Professor in the School of Public Policy at George Mason University and a non-resident Senior Fellow at the Brookings Institution, has focused on the workers in the creative economy in his book, The Rise

of the Creative Class: And How Its Transforming Work, Leisure Community and
Everyday Life.

"Today, nearly 40 million workers – some 30 percent of the workforce – are employed in the creative sector. These are the people who comprise the creative class, engaged in science and engineering, research and development, and the technology-based industries; in the arts, music, culture, aesthetic, and design; or in the knowledge-based professions of health care, finance, and law."

Richard Florida, *Revenge of the Squelchers*, Page 16, May 2004.

Right now many US states and cities, as well as other countries are intentionally pursuing the creative class, understanding that if they have the creatives, their ideas will help to incubate, attract, or retrain business AND translate directly to economic and community development. Wisconsin must develop its own creative economy to remain competitive. We are in a region with recognized centers of the creative class (Chicago and Minneapolis/St. Paul) and with states that are actively pursuing these workers (Michigan's Cool Cities program and Iowa's Imagine Iowa.)

Is this important? The design department of Oshkosh B'Gosh relocated to Soho in New York. Why? They were unable to attract the creative designers they needed to Oshkosh. It is not that Oshkosh is a bad community. It is not. Or that it is not located near thriving creative communities like Milwaukee or the Fox Valley. It is. But the creativity and livability of these communities are a well-kept secret and must compete with the dominant image of Wisconsin – the Cheesehead.

"In the Creative Economy, the most important intellectual property isn't software or music or movies. It's the stuff inside employee's heads. When assets were physical things like coal mines, shareholders truly owned them. But when the vital assets are people, there can be no true ownership. The best that corporations can do is to create an environment that makes the best people want to stay."

Peter Coy, The Creative Economy. Business Week August 28, 2000.

General Electric, one of Waukesha County's largest employers, uses the phrase "Imagination at Work" to differentiate its businesses in the Creative Economy marketplace. Its web site entices potential creative employees with this introduction:

What if imagination was reality and
Scribbles became solutions and
World class scientists could play like kids?
Then you would have some of the coolest products ever!

They go on to describe their innovative products: airplane engines, lexan plastic resins, wind energy, and the digital hospital. This proactive strategy helps GE attract the creative economy workforce necessary to develop and design those products.

Milwaukee and Madison are already pursuing creative economy strategies. In our travels throughout the state, the Wisconsin Arts Board and the Wisconsin Assembly for Local Arts have spoken to Mayors from Ashland to Marinette, from Wausau to Hudson, and Amery. Each is aware that the creative economy is an important

concept for each of their futures, and Wisconsin's future and are developing ways to put that awareness to work for them.

If Wisconsin does not intentionally strategize to attract creative people to innovate products, services, and even business practices, its attempts to benefit from the creative economy resources will remain unconnected, unmined, unpromoted. Other states and countries will race past us, and Wisconsin and its economy will not benefit from the creative, talented individuals being trained at our colleges, universities, and technical schools. We all like to see an enthusiastic cheesehead during a Packer broadcast, but that is not the only perception that workers who might choose to live here should have.

This development of creative economy strategies can not be left to government alone, but should involve representatives of Wisconsin's clusters. In these clusters we have established industries and leadership. Each needs to attract creative people (scientists, designers, etc.) to innovate their products, services, and the very way they do business. The addition of the Creative Industries cluster would acknowledge the growing importance and impact of Wisconsin's for profit and nonprofit businesses already fully engaged in the creative economy. The Creative Industries cluster would include museums/collections, performing arts, visual arts/photography, film radio and tv, architects, advertising, design and publishing.

GROW WISCONSIN *CREATIVELY*

Goals

- o **Invest** in Wisconsin's economic development and community revitalization by using the state's diverse creative resources
- o **Assist** in the creation and retention of high-paying jobs based in the creative economy
- o **Support** a consistently high-quality educational system that uses creativity in the acquisition of local and global knowledge and understanding, and prepares students for the 21st century workforce.
- o **Develop** and **sustain** vital communities that attract creative workers and organizations.

Process

As the Grow Wisconsin Plan states, "Governor Doyle has asked his cabinet to work together as an economic development team. This team provides a forum for these agencies to discuss economic development initiatives and programs and to coordinate existing programs and new initiatives." It is therefore appropriate that the cabinet address the issues surrounding the creative economy and make recommendations to the Governor for the FY 05 – 07 Budget.

Strategies

- o Add Creative Industries to the current set of Wisconsin Industry Clusters.
- o Evolve current "Technology Zones" to "Innovation Zones" offer incentives to other members of the creative industry. (Advertising firms, arts incubators, etc.)
- o Inventory and support the creative economy assets and strategies that are already working in state agencies.
- o Engage local governments, regional economic development professionals, and industry cluster leaders in identifying specifically how the state effectively participate in the creative economy.
- o Support local efforts to make communities more attractive to the creative class.
- o Encourage communities to work regionally and to tie into the state's regional development efforts such as the "I-94 Corridor."
- o Assert the importance of and support educational programs that help students develop critical thinking and creativity.

- Promote these efforts in targeted publications and to current creatives in Wisconsin's universities, colleges, technical schools, and communities at large.
- Promote to creative industry leaders throughout the country that we have significant, world class creative economy elements already – talented people, authentic communities, and world class educational institutions.

"...there are no magic bullets to building the kind of communities and organizations that can prosper in the Creative Age. Growing a creative ecosystem is an organic process. While certain initiatives may help to encourage its emergence and others will certainly squelch it, the development of environments cannot be planned from above."

Richard Florida, *Revenge of the Squelchers*. Page 7 May 2004

GROW WISCONSIN *CREATIVELY*

Partners

The initiative's partners will:

- o act as public and private ambassadors for the initiative
- o research on creative economy topics
- o feature presentations on the ***creative economy*** and on **Grow Wisconsin *Creatively*** during their various conferences and meetings
- o promote through their organizational websites, newsletters, and other constituent interactions

The Wisconsin Assembly for Local Arts, the state's arts service organization, and the Wisconsin Arts Board, the state agency dedicated to the arts, have been meeting with individuals, businesses, political institutions, nonprofit organizations, and state agencies over the past year to get expert input, ideas and advice to shape **Grow Wisconsin *Creatively***. The Assembly and Arts Board will lead and coordinate efforts to promote and advocate for the initiative with the creative industry and other partners. These partners include:

Office of Gov. Doyle

Office of Lt. Gov. Lawton

UW System

UW Extension

Wisconsin Arts Board

Wisconsin Department of Administration

Wisconsin Department of Commerce

Wisconsin Department of Workforce Development

Wisconsin Department of Public Instruction

Wisconsin Department of Tourism

WHEDA

Alliance of Wisconsin Theatre Educators

Forward Wisconsin

Wisconsin Alliance of Cities

Wisconsin Art Education Association

Wisconsin Assembly for Local Arts

Wisconsin Association of Convention and Visitors Bureaus

Wisconsin Association of School Boards

Wisconsin Economic Development Association

Wisconsin Education Association Council

Wisconsin League of Cities

Wisconsin Manufacturers and Commerce

Wisconsin Music Educators Association

Wisconsin Rural Partners

Wisconsin Technology Council

Wisconsin Trust for Historic Preservation

Wisconsin Tourism Federation

Cultural Coalition of Wisconsin:

University of Wisconsin-Extension
Council

Wisconsin Academy of Sciences, Arts and Letters

Wisconsin Arts Board

Wisconsin Historical Society

Wisconsin Humanities

Wisconsin Public Radio

Wisconsin Public Television

